



STATE OF WEST VIRGINIA
OFFICE OF THE ATTORNEY GENERAL
DARRELL V. MCGRAW, JR.
CONSUMER PROTECTION DIVISION
1-800-368-8808 or 304-558-8986

Press Release

September 6, 2006

FOR IMMEDIATE RELEASE

CONTACT: Rob Bastress
1-800-368-8808
304-558-8986

ATTORNEY GENERAL DARRELL MCGRAW REACHES SETTLEMENT WITH GWWV, INC., D/B/A ROYALTY CHOICE DISTRIBUTORS, A FLORIDA OWNED DOOR-TO-DOOR MEAT SELLER

Attorney General Darrell McGraw announced today that his office has reached a settlement with GWWV, Inc., d/b/a Royal Choice Distributors, d/b/a Royal Foods, d/b/a Elite Foods. The company has two stores in West Virginia, one in Bridgeport and the other in Beckley. The company sold meat door-to-door.

The settlement requires GWWV, Inc. to refund \$7,853.45 to 29 consumer complainants statewide. GWWV, Inc. will also pay an additional \$1,000 to the Attorney General. The settlement also provides refunds for any consumer who files a meritorious complaint with the Attorney General's office against GWWV, Inc. by October 4, 2006. GWWV, Inc. must also obtain all necessary food handling permits and licenses, comply with all three-day right to cancel laws, and discontinue its unfair and deceptive acts and practices.

As early as 2004, the Attorney General's office began investigating GWWV, Inc., after receiving numerous consumer complaints. The complaints alleged a variety of unfair or deceptive acts or practices by GWWV such as misrepresentations regarding the quality and/or quantity of meat sold, misrepresentations about the reasons for price reductions, the use of high pressure and unscrupulous sales tactics, the failure to comply with three-day right to cancel laws, and the sale of poor quality meat.

On December 7, 2005, a petition to enforce an investigatory subpoena was filed in the Circuit Court of Monongalia County after GWWV, Inc. did not timely respond to the subpoena. On February 27, 2006, the Monongalia Circuit County Court granted the Attorney General's petition to enforce the investigatory subpoena.

If you want to file a complaint against GWWV, Inc. or want to report a problem with any other door-to-door meat sellers, please call Attorney General McGraw's Consumer Hotline at 1-800-368-8808 or 304-558-8986, or by downloading a complaint form.

To download a complaint form, please click on the **General Consumer Complaint Form** link at the top of this page.

###